

ORDER FOR SUPPLIES OR SERVICES

PAGE OF PAGES

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IMPORTANT: Mark all packages and papers with contract and/or order numbers.

1. DATE OF ORDER 09/09/2011		2. CONTRACT NO. (If any) EP-W-11-017		6. SHIP TO: a. NAME OF CONSIGNEE KEITH SARGENT	
3. ORDER NO. 0001		4. REQUISITION/REFERENCE NO. PR-OA-11-00294			
5. ISSUING OFFICE (Address correspondence to) HPOD US Environmental Protection Agency Headquarters Procurement Operations Ariel Rios Building 1200 Pennsylvania Avenue, NW Washington DC 20460				b. STREET ADDRESS US Environmental Protection Agency Ariel Rios Building 1200 Pennsylvania Avenue, N. W. Mail Code: 3803R	
				c. CITY Washington	e. ZIP CODE 20460
7. TO: NA				f. SHIP VIA	
a. NAME OF CONTRACTOR ICF INCORPORATED, L.L.C.				8. TYPE OF ORDER	
b. COMPANY NAME				<input type="checkbox"/> a. PURCHASE <input checked="" type="checkbox"/> b. DELIVERY REFERENCE YOUR: _____ Please furnish the following on the terms and conditions specified on both sides of this order and on the attached sheet, if any, including delivery as indicated.	
c. STREET ADDRESS 9300 Lee Highway				Except for billing instructions on the reverse, this delivery order is subject to instructions contained on this side only of this form and is issued subject to the terms and conditions of the above-numbered contract.	
d. CITY Fairfax		e. STATE VA	f. ZIP CODE 22031		
9. ACCOUNTING AND APPROPRIATION DATA See Schedule				10. REQUISITIONING OFFICE Reconstruct Originating Office	

11. BUSINESS CLASSIFICATION (Check appropriate box(es))						12. F.O.B. POINT Destination	
<input type="checkbox"/> a. SMALL	<input checked="" type="checkbox"/> b. OTHER THAN SMALL	<input type="checkbox"/> c. DISADVANTAGED	<input type="checkbox"/> g. SERVICE-DISABLED VETERAN-OWNED				
<input type="checkbox"/> d. WOMEN-OWNED	<input type="checkbox"/> e. HUBZone	<input type="checkbox"/> f. EMERGING SMALL BUSINESS					
13. PLACE OF			14. GOVERNMENT B/L NO.		15. DELIVER TO F.O.B. POINT ON OR BEFORE (Date)		16. DISCOUNT TERMS
a. INSPECTION Destination		b. ACCEPTANCE Destination					

17. SCHEDULE (See reverse for Rejections)

ITEM NO. (a)	SUPPLIES OR SERVICES (b)	QUANTITY ORDERED (c)	UNIT (d)	UNIT PRICE (e)	AMOUNT (f)	QUANTITY ACCEPTED (g)
	DUNS Number: (b)(4) TOPO: KEITH SARGENT Continued ...					

SEE BILLING INSTRUCTIONS ON REVERSE	18. SHIPPING POINT		19. GROSS SHIPPING WEIGHT		20. INVOICE NO.		17(h) TOTAL (Cont. pages)
	21. MAIL INVOICE TO:						
	a. NAME RTP Finance Center						\$378,926.00
	b. STREET ADDRESS (or P.O. Box) US Environmental Protection Agency RTP-Finance Center Mail Drop D143-02 109 TW Alexander Drive						\$710,889.00
c. CITY Durham		d. STATE NC	e. ZIP CODE 27711				17(i) GRAND TOTAL

22. UNITED STATES OF AMERICA BY (Signature)

23. NAME (Typed)
Bradley Austin
TITLE: CONTRACTING/ORDERING OFFICER

ORDER FOR SUPPLIES OR SERVICES
SCHEDULE - CONTINUATION

PAGE NO
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IMPORTANT: Mark all packages and papers with contract and/or order numbers.

DATE OF ORDER 09/09/2011	CONTRACT NO. EP-W-11-017	ORDER NO. 0001
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ITEM NO. (a)	SUPPLIES/SERVICES (b)	QUANTITY ORDERED (c)	UNIT (d)	UNIT PRICE (e)	AMOUNT (f)	QUANTITY ACCEPTED (g)
0001	Admin Office: HPOD US Environmental Protection Agency Headquarters Procurement Operations Ariel Rios Building 1200 Pennsylvania Avenue, NW Washington DC 20460 Period of Performance: 09/09/2011 to 01/31/2015 (BASE TASK) Exploring Barriers to Business Investment Decisions in Emission Reduction Technologies Award Type: Cost-plus-fixed-fee Total Estimated Cost: (b)(4) Fixed Fee: (b)(4) Term Form Accounting Info: 11-12-B-11P-ZZZMH9B-2505-1111P11073-00 1 BFY: 11 EFY: 12 Fund: B Budget Org: 11P Program (PRC): ZZZMH9B Budget (BOC): 2505 DCN - Line ID: 1111P11073-001 Funding Flag: Complete Funded: \$201,200.00					
0002	(OPTIONAL TASK 1) Add additional focus groups to existing case studies Award Type: Cost-plus-fixed-fee Total Estimated Cost: (b)(4) Fixed Fee: (b)(4) Term Form				121,014.00	
0003	(OPTIONAL TASK 2) Add additional one-on-one interviews to existing case studies Award Type: Cost-plus-fixed-fee Total Estimated Cost: (b)(4) Fixed Fee: (b)(4) Term Form				60,762.00	
0004	(OPTIONAL TASK 3) Focus groups for one to four additional case studies. Award Type: Cost-plus-fixed-fee Continued ...				135,959.00	

TOTAL CARRIED FORWARD TO 1ST PAGE (ITEM 17(H))

\$317,735.00

ORDER FOR SUPPLIES OR SERVICES

SCHEDULE - CONTINUATION

PAGE NO
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IMPORTANT: Mark all packages and papers with contract and/or order numbers.

DATE OF ORDER 09/09/2011	CONTRACT NO. EP-W-11-017	ORDER NO. 0001
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ITEM NO. (a)	SUPPLIES/SERVICES (b)	QUANTITY ORDERED (c)	UNIT (d)	UNIT PRICE (e)	AMOUNT (f)	QUANTITY ACCEPTED (g)
0005	<p>Total Estimated Cost: (b)(4)</p> <p>Fixed Fee: (b)(4)</p> <p>Term Form</p> <p>(OPTIONAL TASK 4) One-on-one interviews for one to four additional case studies.</p> <p>Award Type: Cost-plus-fixed-fee</p> <p>Total Estimated Cost: (b)(4)</p> <p>Fixed Fee: (b)(4)</p> <p>Term Form</p> <p>The obligated amount of award: \$201,200.00.</p> <p>The total for this award is shown in box 17(i).</p>				61,191.00	

TOTAL CARRIED FORWARD TO 1ST PAGE (ITEM 17(H))

\$61,191.00

1.**Base Task (09/08/11 to 01/31/15)**

<u>Ceiling</u>	<u>Prior</u>	<u>This Mod</u>	<u>New</u>
Estimated Cost	\$0.00	(b)(4)	
Fixed Fee	\$0.00		
Cost Plus Fixed Fee	\$0.00	\$331,963.00	\$ 331,963.00

<u>Funded</u>	<u>Prior</u>	<u>This Mod</u>	<u>New</u>
Estimated Cost	\$0.00	(b)(4)	
Fixed Fee	\$0.00		
Cost Plus Fixed Fee	\$0.00	\$201,200.00	\$ 201,200.00

2. The limitation of funds clause has been modified as follows:

- (a) Pursuant to the Limitation of Funds (LOF) clause, incremental funding in the amount of (b)(4) is allotted to cover estimated cost. Funds in the amount of (b)(4) are provided to cover the corresponding increment of fee. The amount allotted for costs is estimated to cover the contractor's performance through **January 01, 2013**.
- (b) The provisions of the clause entitled "Limitation of Funds" shall become inapplicable at such time as an amount equal to the sum of the estimated cost and fees, set forth elsewhere in this task order, is allotted to this contract and the clause entitled "Limitation of Cost" shall then be applicable to this order."
- 3.** Pursuant to the clause in this contract entitled "Limitation of Funds," funds have been allotted for the payment of allowable costs and fees estimated to be incurred for the task order period ending January 31, 2012. The Contractor shall notify the Contracting Officer in writing whenever it has reason to believe that the costs it expects to incur under this task order in the next 60 days, when added to all costs previously incurred, will exceed 75 percent of the total amount so far allotted to the task order by the Government. The notice shall state the estimated amount of additional funds required to continue performance for the period specified in the Schedule.
- 4.** The Contractor is to perform in accordance with the TORFP (previously numbered #FA1-030) and their Task Order proposal.

Clauses for Task Order

All applicable terms and conditions of the contract EP-W-11-017 remain in full effect.

Section 1552.237-72: Key personnel

As prescribed in 1537.110, insert the following contract clause when it is necessary for contract performance to identify Contractor key personnel.

Key Personnel (APR 1984)

(a) The Contractor shall assign to this contract the following key personnel:

- (b)(4) – Task Order Manager and Facilitator
- (b)(4) Cognitive Psychologist
- (b)(4) – SME Coordinator
- (b)(4) – QA Manager, Focus Group Expert and Facilitator

(b) During the first ninety (90) days of performance, the Contractor shall make no substitutions of key personnel unless the substitution is necessitated by illness, death, or termination of employment. The Contractor shall notify the Contracting Officer within 15 calendar days after the occurrence of any of these events and provide the information required by paragraph (c) of this clause. After the initial 90-day period, the Contractor shall submit the information required by paragraph (c) to the Contracting Officer at least 15 days prior to making any permanent substitutions.

(c) The Contractor shall provide a detailed explanation of the circumstances necessitating the proposed substitutions, complete resumes for the proposed substitutes, and any additional information requested by the Contracting Officer. Proposed substitutes should have comparable qualifications to those of the persons being replaced. The Contracting Officer will notify the Contractor within 15 calendar days after receipt of all required information of the decision on substitutions. This clause will be modified to reflect any approved changes of key personnel.

Environmental Protection Agency (NCEE)
Exploring Barriers to Business Investment Decisions in Emission Reduction
Technologies
TORFP # FA1-030
STATEMENT OF WORK

OVERVIEW

The U.S. Environmental Protection Agency's National Center for Environmental Economics (NCEE) offers a centralized source of technical expertise to the Agency, as well as other federal agencies, Congress, universities, and other organizations. NCEE's staff specializes in analyzing the economic and health impacts of environmental regulations and policies, and assists EPA by informing important policy decisions with sound economics and other sciences. NCEE also contributes to and manages EPA's research on environmental economics to improve the methods and data available for policy analysis.

The goal of NCEE's pilot study is to evaluate how businesses and consumers make investment decisions to gain insight into what factors could explain apparent underinvestment in emission reducing technologies absent government regulation. Although a number of studies exist that examine why individual consumers may under-invest in energy efficiency, none have systematically explored why such a phenomena occurs and, to our knowledge, no studies have examined whether similar undervaluation occurs on the part of businesses. Lack of empirical evidence on why businesses and consumers do not invest in energy saving technologies that appear cost-effective limits EPA's ability to judge which hypothesis is more or less valid with regard to a given market. Furthermore, it limits EPA's ability to determine which of the competing hypotheses has the largest impact.

This dilemma affects the ability of EPA program managers to determine how best to structure regulatory and non-regulatory approaches to protecting the environment. It also limits EPA's ability to analyze and understand the economic or environmental impact of various approaches. As a result, this project seeks to better understand investment decision-making by collecting and analyzing information, data, and other factors decision-makers consider in making investment choices, which may ultimately affect the environment.

This pilot project is an important first step in determining the most fruitful means of collecting and analyzing this information with enough detail to eventually (once enough case studies are completed) identify any systematic determinants of business investment decisions that explain whether and why there may be private benefits attributable to regulation. Ultimately, the results of the study will be a better understanding of investment decision-making process and information and factors that go into it. As EPA's understanding of this process improves, this knowledge will be used to identify areas for modeling improvement, inform future revisions to the *Guidelines for Preparing Economic Analyses*, and ultimately, may contribute to improved policy options for protecting the environment.

OBJECTIVES

This section states the performance-based objectives relating to this specific task.

- 1) Better understand what factors are important to consumers and businesses when they evaluate investment in energy saving technologies.
- 2) Determine whether there are identifiable barriers to adoption of energy saving technologies.
- 3) Understand which barriers to adoption are specific to an industry or context or seem more generalizable.

REQUIREMENTS

This section defines the requirements of this task order, including tasks (or subtasks) to be performed and deliverables or services to be provided to meet the Task Order Objectives. The contractor shall address these requirements in the Technical Approach section of the proposal.

Task 1: Prepare the Work Plan

The contractor shall prepare a work plan based on the proposed Task Order Management Plan within ten (10) calendar days of the task order's award. The work plan shall address all elements the technical approach and TOMP, including resources, timeline and due dates for deliverables, a detailed cost estimate by task and a staffing plan. The Task Order Project Officer (TOPO) will review the work plan, and approve/disapprove, and/or suggest revisions. Official revisions will be given to the contractor by the TOPO. The contractor shall prepare a revised work plan incorporating the TOPO's comments, if required.

Task 1 Deliverables:

- 1a.** Work plan within ten (10) calendar days of task order's award.
- 1b.** Revised work plan within five (5) calendar days of receipt of comments from the TOPO, if required.

Task 2: Help Design Focus Group Questions

Draft materials for the focus group and one-on-one interviews will be developed by NCEE for each case being studied. The contractor shall provide a cognitive psychologist with marketing expertise, preferably with a background in eliciting information via interviews or focus groups, to help NCEE further refine these draft questions so that the wording and ordering elicit the most useful responses. Access to an expert is particularly relevant for the consumer focus groups. The contractor may also be required to provide expert advice on the business focus group and

one-on-one interview questions. The contractor is expected to quickly respond once materials have been received from the TOPO and NCEE.

Task 2 Deliverables:

2a. Review and provide expert advice on draft protocols and questions provided by EPA within ten (10) days of receipt for each set of focus groups and one-on-one interviews.

Task 3: Facilitate and Arrange Thirty-Six (36) Focus Groups

The contractor shall make arrangements and provide logistical support for a series of focus group meetings to be conducted in several Agency-specified locations in the U.S. Two (2) of these case studies will likely focus on consumer purchase decisions, while four (4) case studies will focus on business investment decisions. The particular case studies for which focus groups will be conducted will be identified by the TOPO and NCEE. Once the TOPO and NCEE have transmitted the appropriate materials to the contractor for a particular case study, it is expected that the contractor implement the focus group process in a timely and responsive manner. For each case study, six (6) focus groups will be conducted in three (3) separate locations. The contractor shall provide for the following: recruitment of participants in each location, appropriate focus group facilities, a professional facilitator, and audio and video recording and written transcript of focus group sessions. To encourage participation, some nominal amount may be offered by the contractor to individuals participating in the consumer-based focus groups for their time (i.e., if deemed necessary). It is not expected that business participants will be similarly compensated.

The TOPO and NCEE staff will provide technical direction as to the final focus group locations, which are likely to include the Baltimore-Washington, DC metro area, Chicago metro area, and Houston metro area. The contractor shall recruit focus group participants based on criteria developed by NCEE and provided by the TOPO. The TOPO and NCEE also will work with the contractor to develop a method for pre-screening and recruiting appropriate individuals from candidate companies for the business case studies.

The TOPO and NCEE will provide the contractor with general background information on the industry and technologies that look cost-effective to adopt absent regulation, but the contractor should augment this information with relevant details about specific participants to help prepare the facilitator adequately prior to conducting a business focus group. The contractor shall arrange for each focus group to be conducted in an appropriate facility with audio-visual support. Each focus group shall be audio and video recorded. The contractor also shall provide a transcript of each focus group discussion.

The contractor shall recruit twelve-fourteen (12-14) individuals for each focus group, with the goal of nine-ten (9-10) participants in each consumer focus group and five-six (5-6) participants in each business focus group. Each focus group shall last approximately two (2) hours and be conducted at a convenient time and in a convenient location. The contractor shall provide a professional facilitator who will conduct each focus group; the same facilitator shall conduct each focus group within a particular case study. The contractor is not expected to provide a

summary report of key findings as NCEE staff intends to summarize the main outcomes from each focus group based on the transcripts and audio-video recordings.

The TOPO in conjunction with the appropriate personnel in the National Center for Environmental Economics will secure ICR approval for the focus groups under an existing agreement with the Office of Management and Budget for expedited review.

Task 3 Deliverables

For each case study,

- 3a.** Establish location and dates for six (6) focus groups within one (1) week of receiving a list of preferred cities and the draft description of the case study from EPA.
- 3b.** Recruit focus group participants for each location within two (2) weeks of receiving selection criteria and draft questions from EPA.
- 3c.** Arrange audio- and/or video- recordings for each focus group.
- 3d.** Moderate focus groups.
- 3e.** Submit audio- and video-recordings and transcripts to TOPO within two (2) weeks of completing each set of focus groups.

Task 4: Facilitate and arrange for twenty-four (24) one-on-one interviews

At the conclusion of the focus groups for each of the four (4) business case studies, the contractor shall arrange for a series of up to a total of twenty-four (24) one-on-one interviews with potential respondents. These one-on-one interviews may be evenly distributed across case studies (i.e., six (6) interviews for each of four (4) case studies) or may focus on a subset of the case studies based on what was learned from the focus groups. Each interview shall last approximately one (1) hour. EPA will provide all draft materials for the participants. Once the TOPO and NCEE have transmitted the appropriate materials for a particular case study, it is expected that the contractor will implement the interview process in a timely and responsive manner.

The contractor shall make arrangements and provide logistical support for a series of one-on-one interviews for each case study to be conducted in three (3) Agency-specified U.S. locations, which are likely to include Baltimore-Washington, DC metro area, Chicago metro area, and Houston metro area. In each location, the contractor shall arrange for the following: recruitment of participants, appropriate facilities to conduct interviews as needed (phone interviews may also be possible, but the TOPO should be consulted before using this method), a professional facilitator to conduct the interviews, and audio/video or audio recording and a written transcript of interviews. EPA will provide screening criteria (e.g. industry type, firm size, etc.) for participant selection. The TOPO and NCEE will work with the contractor to develop a method for pre-screening and recruiting appropriate individuals from candidate companies. The TOPO and NCEE will provide the contractor with general background information on the industry and technologies that look cost-effective to adopt absent regulation, but the contractor should augment this information with relevant details about specific participants to help prepare the

facilitator adequately prior to an interview. The materials for the one-on-one interviews also will be provided by EPA. The contractor is not expected to provide a summary report of key findings as NCEE staff intends to summarize the main outcomes from each interview based on the transcripts and audio-video recordings.

The TOPO in conjunction with the appropriate personnel in the National Center for Environmental Economics will secure ICR approval for the one-on-one interviews under an existing agreement with the Office of Management and Budget for expedited review.

Task 4 Deliverables

For each case study,

- 4a.** Establish location and dates for one-on-one interviews within one (1) week of receiving technical direction from TOPO.
- 4b.** Recruit participants within two (2) weeks of establishing location and dates for interviews, and receiving selection criteria and draft questions from TOPO.
- 4c.** Arrange audio- and video- recordings of each interview
- 4d.** Conduct interviews.
- 4e.** Submit audio- and/or video-recordings and written transcript of one-on-one interviews to TOPO within two (2) weeks of completing each interview.

Optional Task #1: Add additional focus groups to existing case studies

If required, the contractor shall add additional focus groups to one (1) or more of the six (6) case studies described in Task 3. We anticipate that the number of focus groups added could range from one-three (1-3) per case study if this option is exercised. The contractor would be required to make arrangements and provide logistical support for the focus group meetings to be conducted in additional Agency-specified locations in the U.S., including recruitment of participants, supply of appropriate focus group facilities, provision of a professional facilitator, and audio-video recording and written transcript of focus group sessions.

Optional Task #2: Add additional one-on-one interviews to existing case studies

If required, the contractor shall add additional one-on-one interviews to one (1) or more of the four (4) business case studies described in Task 4. We anticipate that the number of interviews added could range from two-six (2-6) per case study if this option is exercised. The contractor would be required to make arrangements and provide logistical support, including recruitment of participants, supply of appropriate focus group facilities, provision of a professional facilitator, and audio/video recording and written transcript of interviews.

Optional Task #3: Focus groups for up to one-four (1-4) additional case studies

If required, the contractor shall add focus groups for one (1) or more additional case studies. We anticipate that the number of case studies added could range from one-four (1-4), which would add between six (6) and twenty-four (24) focus groups if this option is exercised. The contractor

would be required to make arrangements and provide logistical support for the focus group meetings to be conducted in additional Agency-specified locations in the U.S., including recruitment of participants, supply of appropriate focus group facilities, provision of a professional facilitator, and audio-video recording and written transcript of focus group sessions.

Optional Task #4: One-on-one interviews for one-four (1-4) additional case studies

If required, the contractor shall add one-on-one interviews for one (1) or more additional case studies. We anticipate that the number of case studies added could range from one-four (1-4), which would add six-eighteen (6-24) interviews if this option is exercised. The contractor would be required to make arrangements and provide logistical support, including recruitment of participants, supply of appropriate focus group facilities, provision of a professional facilitator, and audio/video recording and written transcript of interviews.

OTHER PROPOSAL INFORMATION

This section provides additional information on the task order requirements, period of performance, and level of effort for this proposed task order.

On-site Contractor Support

☐ Yes ☒ No. The task order requires on-site contractor support.

If yes, please describe the specific support to be provided on-site.

Government Furnished Space or Property (GFP)

☐ Yes ☒ No. The task order involves the provision of government space.

Describe the government location where the support work shall be provided.
Describe office facilities (e.g., cubicle) to be provided at the government site.

☐ Yes ☒ No. The task order involves the provision of GFP.

Please describe the specific property to be provided as well as state the requirements for maintaining and accounting for this property, if applicable.

Additional Progress or Financial Reporting

☐ Yes ☒ No. The task order requires additional progress or financial reporting.

If yes, please describe the type and frequency of the additional reporting required

(e.g., Is Earned Value Management reporting required? Will the contractor be asked to report spending by each deliverable or product produced?)

Note: The ITS-BISS contract requires the contractors to provide a monthly progress report to the TOPO. Monthly reports describe progress on TO activities and funds spent. The CO can provide more information content and format of the monthly contractor progress report.